EVALUATION SUBFACTORS TRAINING

Sep 99

WR-ALC/PKA/6-2575

http://contracting.robins.af.mil/rfp-main.ssi

Outline

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- **Background**
  - Evaluation Expected Outcome
  - Origin, Definition, and Usage
  - Preparation, Review and Approval
- **Basics**
  - Role of Risk Assessment
  - Evaluation Subfactors (& Elements, As Appl.)
  - Example of Mission Capability Subfactor
  - Format and Phrasing

Expected Outcome of the Evaluation Process

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Provide the Source Selection Authority (SSA) With Meaningful and Purposeful Data That Focus on Critical Discriminators to Select the Source Whose Proposal Provides the Air Force With the Greatest Confidence That They Will Best Meet Our Requirements Affordably.

Why Do We Use Subfactors?

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- To Ensure Fair And Equal Treatment Of All Offerors During The Source Selection Process
- To Ensure Evaluators Do Not Compare Offerors' Proposals
- To Serve as Evaluation Discriminators
- To Allow Evaluators To Apply Judgment
- To Provide Structure to the Evaluation

Origin of Factors and Subfactors

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FAR 15.303 (B) Provides (in Pertinent Part):

The Source Selection Authority [SSA] Shall *Ensure Consistency* Among the Solicitation Requirements, Proposal Preparation Instructions, Evaluation Factors and Subfactors, Solicitation Provisions… [And] Ensure That Propos[illegible] Are *Evaluated Solely on the Factor[illegible] Subfactors* Contained in the S[illegible] The SSA Shall Select [illegible]e or Sources Whose Propo[illegible]al Is

Origin of, Factors and Subfactors (Cont)

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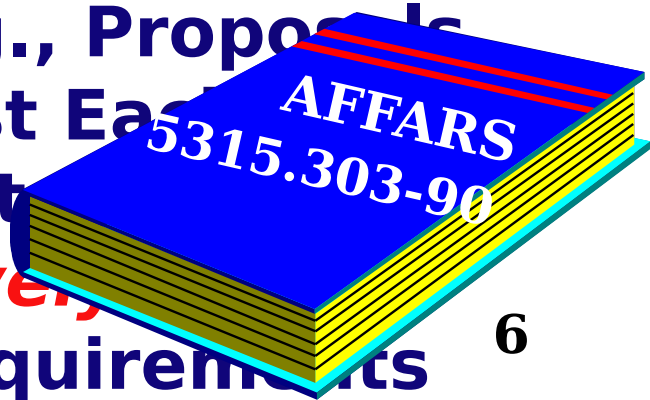
AFFARS 5315.303-90 Provides (in Pertinent Part):

The Source Selection Evaluation Team [SSET] Conducts a Proper, Efficient, and In-depth Review and Evaluation of Each Proposal *Against the Approved Factors, Subfactors, Elements,* and Other Solicitation Requirements [e.g., Proposals Shall *Not* Be Compared Against Each Other.] The SSET Ensures That *Requirements Are Effectively Addressed* in Terms of the Requirements



Mandated Evaluation Factors

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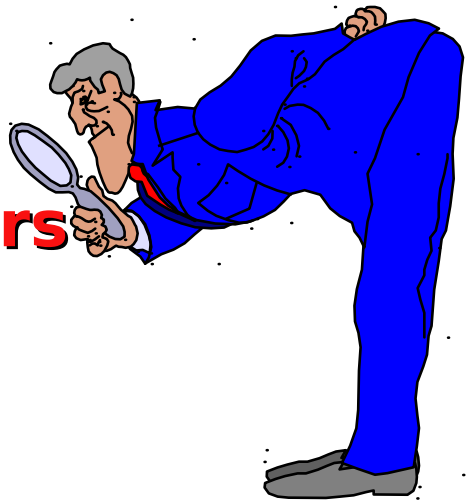

→ **Mission Capability**

- **Limited To 6 Subfactors**
- **Elements Permitted**

- **Proposal Risk**
  - **Optional for Basic Source Selections**
- **Performance**
  - **At Least as Important as Most Important Non-Price/Cost Factor**
- **Price/Cost**

Performance-based Emphasis

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- New Policy/procedures Move Away From Reliance on Military Specifications/Standards
- **"Output" Focus** on Evaluation Factors/Subfactors
- Ties Evaluation Factors/Subfactors to Contract Performance Requirements
- **Thresholds**
  - Minimum, Measurable Capability or Characteristic Required to Satisfy User's Need
- **Objectives**
  - Measurable, Desirable Capability or Characteristic Above a Threshold

Evaluation Subfactors

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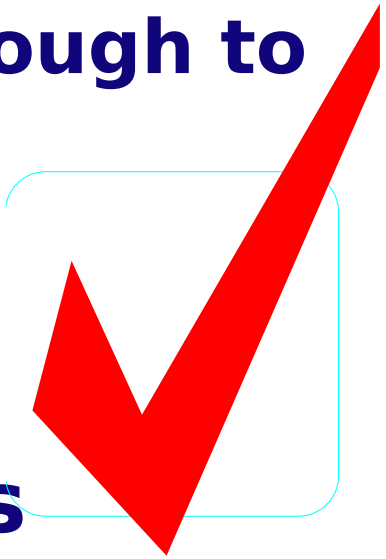
- ***Only*** **Those Specific Program Characteristics *Significant* Enough to *Impact* Selection *Decision***
  - **Critical Discriminators**
  - **Capture Performance or Capability Requirements**



Evaluation Subfactors (Cont)

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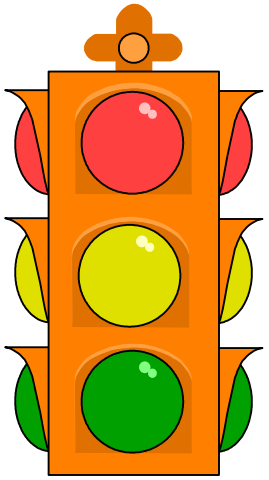
Factors, Subfactors (& Elements):



- Are the Basis for Assessing Each Offeror's Ability to Meet the Government's Needs.
- Are the Uniform Baseline Against Which Each Proposal Is Compared to Determine the Confidence Government Has That the Offeror Will Be Able to Actually Perform As Proposed.
- Establish the Level an Offeror's Proposal Must Meet In Order To Be Judged Acceptable ("Green").
- **Shall Be Limited to Those That Are Real Discriminators.**
- May Be Quantitative, Qualitative, or Combination of Both.

(AFFARS 5315.304(b)(2))

Preparation to Approval

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When Prepared:

- In Conjunction With Other Key RFP/Source Selection Documents (SOO/SOW, SRD or Spec, RFP Sections L & M)
- After Identification of Evaluation Criteria

By Whom:

- Personnel Responsible for the Requirement (i.e, the Mission Capability Team Members)
- Same Personnel That will be Performing the Actual Evaluation

Preparation to Approval (Cont.)

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Who Reviews:

- SSET Chairperson(s)
- AST (WR-ALC/PKA)
- WR-ALC/PK
- Legal - your call

Who Approves:

- Local Policy: SSA Approval prior to Inclusion in RFP
- Recommend SSET Chair review prior to inclusion in Draft RFP and SSA Approval prior to issuance of Final RFP

Subfactor Basics

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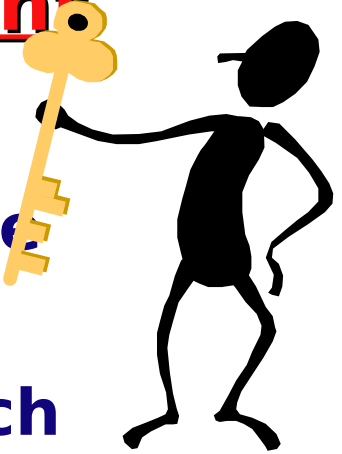
The Starting Point - Risk Assessment



- Identify the Key Requirements
- Identify the Risks Associated with these Requirements
- Assess the Probability & Impact for each Risk
- Plot Risks on Scatter Diagram
- High Probability & Impact Risks translate into the Evaluation Criteria

POC for Risk Assessment Workshop: Wayne Ayer, AST, WR-ALC/PKA, ext. 6-0253

Subfactor Basics (Cont)

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Examples of Mission Capability Subfactors

- Improved Reliability
- Solutions to Operating Problems
- Level of Service Provided
- Integrated Master Schedule and Plan
- Small Disadvantaged Business Participation

Three Basic Parts Of Subfactor

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- **HEADER:**
  - The Header is the Subfactor (i.e. Improved Reliability) and Element (If Applicable) Being Evaluated.
- **DESCRIPTION:**
  - The Description Summarizes the Specific Characteristics within the Subfactor (or the Element).
  - The Description is Optional!
- **CRITERIA:**
  - The Criteria Detail the Particular Subfactor Against Which the Proposals are Evaluated.

Example of a Subfactor

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Subfactor: Paint Repeatability

Description: Evaluation will be made of the adequacy and completeness of the proposed Automated Painting System design to accomplish paint repeatability requirements.

Criteria: **The subfactor is met when** the offeror provides an acceptable integrated hardware and software configuration approach that will meet the following requirements:

a. end effector position repeatability to within +/-.25 inches, and

b. paint fan spray pattern repeatability to within +/- 25 inches variance for each chosen brush width

How Do You Write Subfactors?

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- **Key to An Effective Subfactor**
  - Know The Technical Issues Or Concerns That Created The Corresponding Evaluation Criteria
- **Follow the Subfactor Format**
  - Header
  - Description
  - Criteria
- **Wording Of A Subfactor Is Critical To Its Utility During Evaluation**
  - Words Like “Adequate”, “Credible”, and “Acceptable” Leave Flexibility In Meaning
- **Avoid Driving Design Solutions**

Evaluation Subfactors

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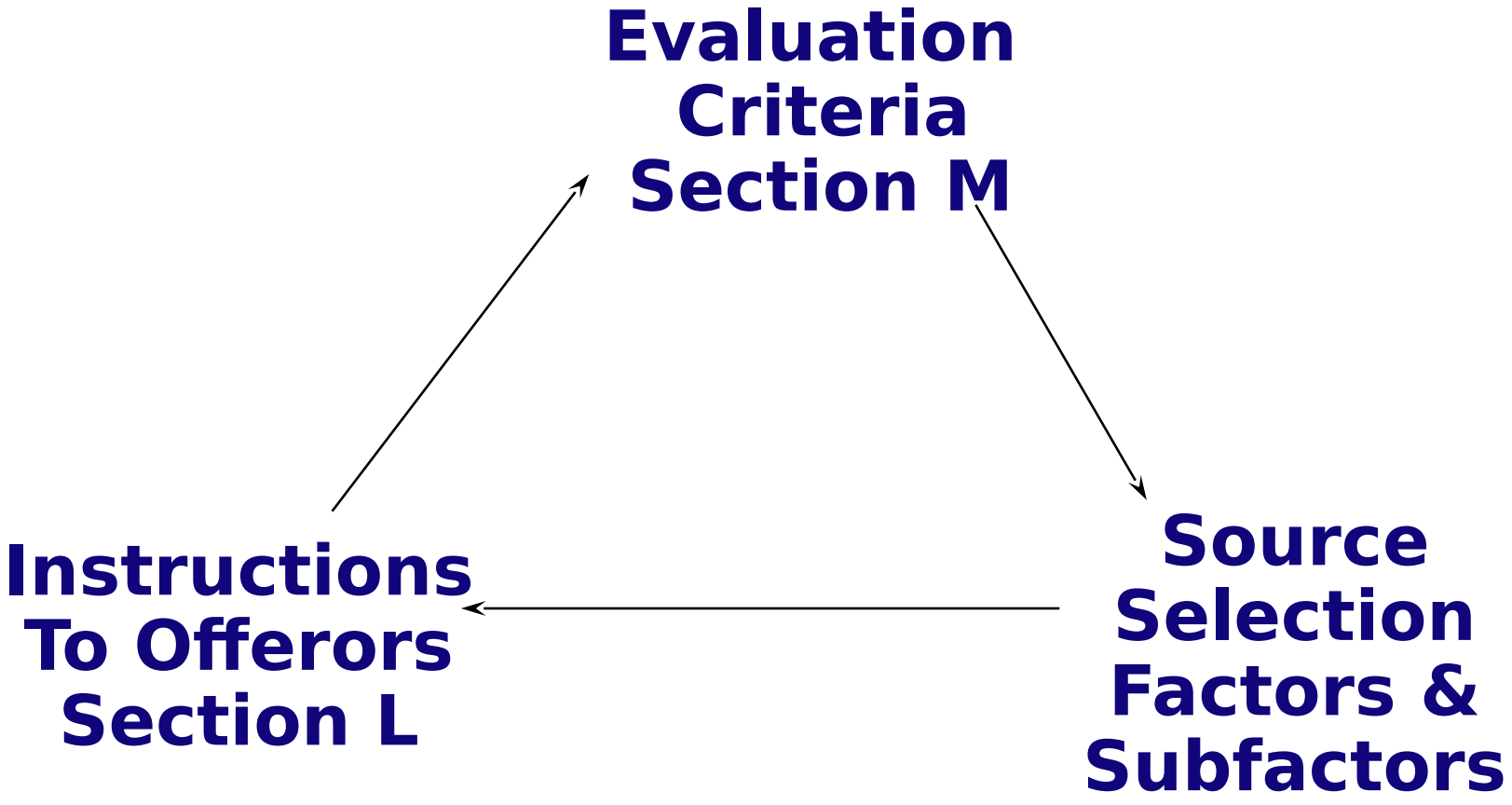

Things to Consider

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- Avoid Double Dipping
- Match with RFP Page Limitations
- Avoid "Nice To Know" Information
  - FOCUS on Discriminators!
- Seek Industry Input
- Handle Thresholds and Objectives Correctly
- Subfactors Can Not Be Altered Once Proposals Are Opened
- Conclude with a Final Check